

IN THE CLAIMS

The following is a complete listing of the claims:

1. (original) A method of identifying a location associated with a vendor of a media disk holding content, the method comprising: providing instructions for the media disk; during an install of the media disk into a host according to the instructions, installing an identifier on the media disk, the identifier including a code associated with the vendor; and after transmitting data to a server, reading the identifier to find a location associated with the vendor, the location being associated with the vendor of the media disk and independent of any vendors that are not associated with the media disk.
2. (original) The method of claim 1 wherein the instructions for the media disk include identifying a vendor from whom the media disk was purchased.
3. (original) The method of claim 1 wherein the identifying the vendor from whom the media disk was purchased includes providing in the instructions one of a code, a universal resource locator (URL), a cryptographic key associated with the vendor, and a part of a cryptographic key associated with the vendor.
4. (original) A system for identifying a location associated with a vendor of a media disk holding content, the system comprising: instructions for the media disk; and a software installation component associated with the media disk, the software installation component instantiable during an install of the media disk into a host according to the instructions, the software installation component operable to install an identifier on the media disk, the identifier including a code associated with the vendor, the identifier associated with a location of the vendor to such that a connection between the host and a server is operable to open the location.
5. (original) The system of claim 4 wherein the instructions for the media disk include identifying a vendor from whom the media disk was purchased.
6. (original) The system of claim 4 wherein the identifying the vendor from whom the media disk was purchased includes providing in the instructions one of a code, a universal resource

locator (URL), a cryptographic key associated with the vendor, and a part of a cryptographic key associated with the vendor.

7. (original) The system of claim 4 wherein the location is an Internet location including web pages for unlocking content stored on the media disk, the Internet location further providing optional offers for purchase over the Internet by the vendor.

Claims 8 – 15. (cancelled)

16. (original) A computer program product, the computer program product comprising: signal bearing media having programming adapted to: instantiate during an install of the signal bearing media into a host according to instructions; and install an identifier on the signal bearing media, the identifier including a code associated with a vendor of hidden content on the signal bearing media, the identifier associated with a location of the vendor to such that a connection between the host and a server is operable to open the location.